



The Factsheet Series www.secondhopecircle.org

Fundraising & Financial Help for Ontario Animal Orgs Version 2 (Last updated January 2014)

A short guide on fundraising, financial assistance, DIY and resources

So you want to learn about fundraising and financial assistance for your organization! Scroll down to find information on grants, fundraisers, contests, DIY projects, resources, services and programs that are available to you! Some may only be available if you are registered as a nonprofit or charity, but many are open to any group. These ideas have been collected from my own experiences and some research online, so I can't promise that they'll work. I've also referenced some helpful websites but I can't guarantee that they are always working or that they are secure. Please let me know if you have any problems with resources that I've referenced. I hope to continue to update this guide, so please note that new versions will be posted!

Products, Services and Information for Free

Thundershirt – Have a dog or cat dealing with anxiety? Write to Thundershirt and receive a free product for your organization!

<http://www.thundershirt.com/GivesBack.aspx>

Pilots N Paws – Found an adoptive home for one of your animals but have no way to transport it that far? Contact this organization and they may be able to transport that pet to its new adoptive home for free!

<http://www.pilotsnpawscanada.com/>

Baskets For Bunnies – Donates toys to rabbit rescues. This year's Christmas program will be donating to international orgs as well.

<http://www.basketsforbunnies.org/>

Free Rabbit Toy Draw – Enter on Facebook to win 1 of 5 weekly drawing for a free rabbit toy. Only need to enter once and you will be left in the draw every week. https://www.facebook.com/ilovemyhouserabbit/app_174927749225665

Freecycle – A really cool website where you can post items you have and request items you need, all for free! Join your communities group to get items that your organization could use! <http://www.freecycle.org/>

Rescue Pantry – With the help of donations they are able to provide food and supplies to pet organizations across Canada. <http://rescuepantry.com>

Canada Samples – This website lists Canadian samples. They also have a charity program where they try and work with businesses to direct free samples to organizations. It couldn't hurt to contact them!

<http://www.canadasamples.com/charity/>

MixTapeCommunications – Free online tools available to nonprofits.

<http://www.mixtapecommunications.com/2011/05/tons-o-free-tools-for-non-profits/>

IdeaEncore Network – My favourite resource listed in the above
'MixTapeCommunications. This website has resources for nonprofits uploaded by other nonprofits! You can upload resources too; it's an amazing collaboration and free sharing site! <https://4good.org/explore/popular/resources/?query>

Amazon Wish list Promotion – 'Rescued is My Favourite Breed' offers free promotion of your amazon wish list. <http://www.click-here-to-help.org/simple/>

Animal Justice Online Library – Access Canadian animal welfare laws online for free. <http://www.animaljustice.ca/library>

Humane Research – Access scientific research related to animal welfare online for free. <http://spot.humaneresearch.org/node>

PetSmart Education – Free webinars offered by PetSmart on a variety of animal related topics, most are only 1 hour long and are directed at animal organizations! <http://www.petsmartcharities.org/pro/learn>

JustCoz – Submit a 'tweet' (for Twitter) that you want people to share. People sign up to 'donate' a tweet for you. A great way to get the word out about your organization or an upcoming project. <http://justcoz.org>

Reduced Cost Services

East Village Animal Hospital – newly opened low cost spay/neuter and veterinary services in London ON, open to animal organizations as well. Must make an appointment 519-455-3824. <http://evah.ca>

Speedvale Pet Hospital – New animal hospital in Guelph. They offer price reductions to rescue groups. <http://speedvalepethospital.com/>

Toronto Street Cats Spay/Neuter Clinic – For feral cats in Toronto, I think this is open to rescue groups.

<http://www.torontostreetcats.com/SpayClinics.html>

HWY 403 Dundas Animal Hospital – Offers reduced cost veterinary care to rescue groups and seniors. (Mississauga ON)

http://www.vetinmississauga.com/custom_content/c_198798_services.html

Oxford Animal Hospital – Offers reduced cost veterinary services to rescue groups. (London ON) <http://www.oxfordanimalhospital.net/index.html>

Ferret Depot Rescue Discount – Online website dedicated to selling ferret and rabbit related items based in the states. Offers 20% discount to registered nonprofit ferret and rabbit rescues. Shipping can be high but it could be worth it for specialty items.

http://www.ferretdepot.com/mm5/merchant.mvc?Screen=CTGY&Category_Code=ShelterRescue

DIY Projects

How to make a certificate – Great way to show appreciation for volunteers or businesses that are helping you out! <http://www.wikihow.com/Make-a-Certificate>

Kuranda Style Pet Bed – Make the popular shelter pet bed yourself

<http://pages-by-patty.hubpages.com/hub/A-Feel-Good-One-Day-Family-Project>

33 DIY Pet Projects – Great for your adoptable pets or to make as fundraisers
<http://www.buzzfeed.com/summeranne/33-totally-do-able-diy-projects-for-your-pets>

Online Donations

A great way to allow people to donate is through Canada Helps. It allows people to make a secure donation online. You must be a registered charity in order to have an account. Other similar resources are Paypal and ChipIn.

<http://www.canadahelps.org/Info/5/ss>

https://www.paypal.ca/ca/cgi-bin/webscr?cmd=_home

<http://www.chipin.com/overview>

<http://fundrazr.com/>

<https://www.justgiving.com/en/fundraising>

Affiliate/Referral Programs

Blink Bunny (online) – This online website that has rabbit care items for sale has an affiliate program. Fill out the form to become an ‘affiliate’ and once you’re approved you will get a 7% referral commission for every item a person you have referred buys. Sounds pretty cool right?

<https://www.binkybunny.com/AffiliateProgram/tabid/143/Default.aspx>

Chewy.com – online pet supplier also has an affiliate program specifically to help rescues and shelters. You get \$20 for every person you refer that places an order. <http://www.chewy.com/ci/partners/rescue-referral.html>

Amazon – Amazon.ca has an affiliate program that gives you 8.5% in referrals! They provide you with the button on your website and then people simply need to click and start shopping! You can also integrate your own items for sale, highlight favourite things for sale and you get a daily tracking report.
<https://associates.amazon.ca/>

Send in or Collect to Earn Funds

Natural Balance Inc. – This pet food company has created a mail-in system for you. Collect the UPC codes off of their pet food (ask friends and supporters too!). Once you collect 50 of them you receive a check made out to your non-profit organization! <http://www.naturalbalanceinc.com/home/charities.html>

Think Recycle – This is a program that allows you to earn money for items you collect. Once signed up you can start collecting unwanted digital cameras, cell phones and ink cartridges and then mail them in. Once you have reached \$50 you can request a cheque. It's a great way to earn funds and help the environment at the same time! SHC is taking part in this program!
<http://www.thinkrecycle.com/page.asp?name=How-It-Works>

EcoCart – Another recycling program like Think Recycle.
<http://www.ecocart.ca/Fundraising.html>

CellCycle – Another recycling program for cell phones.

<http://www.cellcycle.ca/sell-recycle-cell-phones-in-canada/cash-for-cell-phones/>

Zehrs – Save a tape program allows people to save receipts and donate them to their favourite charity. While you would need a lot of tapes to get any significant funds, it's similar to the Canadian Tire Money program. Get lots of supporters on board and who knows what can happen!

<http://www.zehrs.ca/LCLOnline/faqStoreServices.jsp#7653>

Bottle Drive – Host a bottle drive and earn funds for your organization! Check out the Beer Store's guide for bottle drives and how to host a successful one!

<http://www.thebeerstore.ca/bottledrives>

Online Shopping for Change

Shop and Share – Shop and share is another website that is designed to help Canadian charities get funds. One you have made an account, your supporters can select you as their favourite charity, and then a portion of everything they buy goes to you! You have to reach \$50 in credits before being mailed a cheque.

http://www.shopandshare.ca/index.php?route=information/information&information_id=8

Buy4 – A website that allows your supporters to shop online with percentages going to their favourite organization (hopefully you!)

<https://www.buy4.com/causes/new>

iGive – Another website that allows supporters to shop for their favourite organization. Second Hope Circle uses this program and we think it's great!

<http://www.igive.com//875Yg9m>

Jatna – Yet another website that allows supporters to support you through their online purchases. <http://www.jatna.com/howto.php>

Zazzle – Sell products online and earn royalties and referral fees. This would help if you have a volunteer that is good at art, get them to design stuff and then it's a piece of cake! You don't ship anything, Zazzle does all the work. They are also a participating store for iGive so you earn even more donations.

<http://www.zazzle.ca/sell/designers>

Fundraisers For You

PetAdoptWorld – Online game and community that raises money for animal nonprofits, Right now they have a certain number of supported orgs, but it doesn't hurt to ask if you could be considered as one of their organizations.

<http://www.petadoptworld.com/pages/shelter.asp>

Gold Rush Party – Host a party to collect unwanted or broken gold pieces which then earn your organizations funds through the Gold Rush program.

<http://www.goldrushparties.com/chain-of-hope.php>

Tupperware Fundraisers – Host a Tupperware event and get 40% of proceeds!

http://order.tupperware.ca/pls/htprod_wwwcan/tup_widget.show_page?fv_page_code=fundraiser_ca&fv_section_name=home&fv_category_code=shop

The Charity Post – A business that holds weekly draws with people and charities getting money each week. It's up to chance but could be helpful especially if you have a lot of supporters on the website. <http://www.thecharitypost.com/>

Rescued is my favourite breed t-shirt fundraiser – Get your logo on a t-shirt and raise money for your organization! \$5 from each sale goes to you and you don't have to bother with shipping or anything like that! You must have an online donation link (like paypal etc.)

<http://www.rescuedismyfavoritebreed.org/cash.htm>

Charm Over Harm – A vegan makeup website that donates a portion of all sales to their current charitable animal organization's project.

<http://www.heartcoeur.com/pages/charm-over-harm>

LCBO – Have you ever noticed that the LCBO has collection boxes for spare change? The organizations that they support applied to be there and you can too! While many of the orgs chosen are directly related to preventing irresponsible alcohol consumption it really depends on the particular branch.

http://www.lcbo.com/socialresponsibility/loc_donation.shtml

GoodSearch – Currently only available for US registered nonprofits, this website donates 1c for every search your supporters make. Check back because it says they will be going international. <http://www.goodsearch.com/addcharity.aspx>

Funding and Grants

Sometimes it's difficult to know where to look. You need a certain amount of money to be able to run your organization, but where to find it? Not only do you want to try and find private donors that support your cause, but there are a lot of grants and programs out there you might be eligible for as well!

Ajah Fundtracker Online - has a huge amount of information for Canadians on potential funders! It lists grants, private donors and can match you with the best fit. <http://ajah.ca/>

GrantMakers Online – this site can link you to potential grants, just specify your country! <http://www.grantmakersonline.com/preview/index.php>

Animal Welfare Trust – May only be available in the US (please contact them) but they provide grants to help organizations with animal welfare related projects. <http://foundationcenter.org/grantmaker/awt/prog.html>

Humane Society International – Offers grants to animal rescues and shelters in Canada from \$1000-5000. http://www.hsi.org/world/canada/work/arf_grant.html

PetSmart Charities Grant – Grants for Canadian animal org programming like spay/neuter initiatives.
<http://www.petsmartcharities.org/grants/types/canada-grants.html>

Animal Welfare Foundation of Canada – Generally focused on nationwide impact and reputable organizations with a board. Deadline is February 3rd 2014.
<http://www.awfc.ca/english/grants.htm>

Animal Aid Foundation – Offers grants to help Ontario animal organizations, must hold registered charitable status. Deadline is January 15th annually.
<http://animalaidfoundation.ca/grants>

Abbey Foundation – Helps organizations with veterinary costs for senior/special needs pets. <http://www.abbeyfoundation.ca/index.html>

DogHeirs Community Fund – Must become an active member of the online community and help dogs through programming etc. (generally only registered nonprofits are eligible). <http://www.dogheirs.com/dogheirs/posts/168-doganthropy-and-not-for-profit-organizations>

Build-a-Bear Grants – Supporting many charities (including ones for animals). Must be a registered charity to apply for a grant.
<http://www.buildabear.ca/aboutus/community/babwfoundation.aspx>

Humane Research Grant – Grassroots research fund for organizations and groups planning research to help with animal welfare issues. Deadline March 15th 2014.
<http://www.humaneresearch.org/content/hrcs-grassroots-research-fund>

Pollination Project Grant – Based in the US and will fund \$1000 for projects in Canada. You can apply more than once, check out what kinds of projects they find. <http://thepollinationproject.org/applicantinformatio/funding-guidelines/>

Canadian Sheltie Association – Awards grants to Canadian sheltie rescues on a case by case basis for varying amounts.
<http://www.canadianshelties.ca/Rescue.htm>

Fundraising How-to's and Articles

Charity Village – How Canadian nonprofits have bounced back during tough times with few donations.
https://charityvillage.com/Content.aspx?topic=Back_from_the_brink_How_nonprofits_bounce_back_from_crippling_funding_cuts

Guide to Special Events Fundraising – This book is available in full online and goes through how to hold a successful fundraiser (large or small).

<http://www.nald.ca/library/research/heritage/compartne/pdfdocs/specev.pdf>

Photo Competition for Good – Interesting fundraising idea!

<http://www.goodnet.org/articles/550>

Wild Apricot – This article goes through a couple of different opportunities that are available to you and ideas for fundraising.

<http://www.wildapricot.com/blogs/newsblog/archive/2011/07/15/5-free-non-profit-reports-and-resources.aspx>

Canadian Fundraising – Suggestions of programs you can sign up for (selling items etc.) to fundraise for your organization.

<http://www.efundraising.com/Canadian-Fundraisers.aspx?partner=fundsnet>

Network for Good – This website has fundraising ideas plus a bunch of other information on social media and websites. <http://www.fundraising123.org/>

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